

■ **FOOD & BEVERAGE – ENHANCING CUSTOMER EXPERIENCE** by Alain Najjar

UNIT DESCRIPTION

In this course we discussed the importance of Value Creation from a financial aspect. Of course profit is the objective of any company but this is possible only if you create value and experience for your customers and your employees first. It's also important to understand that value for customers is created by your employees.

When broadly defined, value creation is increasingly being recognized as a better management goal than strict financial measures of performance, many of which tend to place cost-cutting that produces short-term results ahead of investments that enhance long-term competitiveness and growth. As a result, some experts recommend making value creation and increasing guest experience by exceptional service the first priority for all employees, customers and all company decisions.

We are today in a world of what is called "Experience economy" and customers want more than just food and service.

"If you put value creation first in the right way, and have a culture of excellence your managers will know where and how to grow; they will deploy capital better than your competitors; and they will develop more talent than your competition" Ken Favaro.

This will give you an enormous advantage in building your company's ability to achieve profitable and long-lasting growth. This interactive seminar will help participants master the concept of value creation linked to customer experience in F&B for the success of any operation.

LEARNING OBJECTIVES

By the end of the Unit, participants will be able to:

Knowledge

- Understand the importance of customer experience.
- Discuss the role of culture in service excellence.

Competencies

- Understand the guest cycle of customer experience in F&B operation.
- Develop a professional knowledge of F&B operation for excellence.

Mindset

- Develop and improve decision-making skills.
- Adopt proactive out of the box approach to problem solving.

METHODOLOGY

- Problem based learning with small cases and interactive participation.
- Reading assignments - Practical exercises.